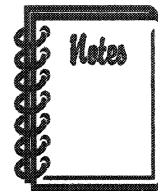


Chapter 2 Action Planning

Module 3: Resources

 **Step Up and Step Out to begin a resource file!**

If you have completed the listening session(s) and community review, you have all kinds of information about your community!

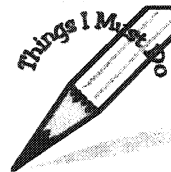


It is so exciting to see the shape of your initiative beginning to take form. Before the building process begins, a little more detail and organization of your building materials—your resources—will be helpful!

Resources are the building materials that will make it possible for you to build a strong coalition—one that has lasting power. Resources are the people, time, materials, and other things that will take you where you want to go. Taking time to identify, organize, and value these resources will bring so much in return...now and in the future!

Types of Resources

During your community review, many resources will be identified and considered for use by the coalition. Establishing a resource file makes it easier to locate, evaluate and activate use of a specific resource when it's most needed.



Collect Resource Information:

- ♥ People
- ♥ Media
- ♥ Existing Programs
- ♥ Existing Facilities/Equipment
- ♥ Funds
- ♥ Time
- ♥ Events
- ♥ Other




People as Resources:

The community is full of people, both community leaders and individuals who will be great resources.

These are people who:

1. Model healthy changes
2. Utilize power or authority to create change
3. Offer knowledge or skills to help with coalition activities

Examples of resources for different areas of the community are listed on the following table.



Business and Industry	Civic and Social	Government
Business Owners	Girl and Boy Scout Leaders	Mayor
Chamber of Commerce	Rotary Club Members	Commissioners
Realtors	Senior Citizen Leaders	Police Chief
Attorneys	Librarian	Sheriff
Accountants	Minority Group Leaders	Fire Chief
Insurance Agents	Optimist Club Members	Postmaster
Labor Union Representatives	Volunteer Organization Leaders	Extension Agency Representatives
Health and Welfare	Education	Communication/Media
Hospital Administrator	School Board Members	Media professionals: newspaper, TV, radio, outdoor signs
Mental Health Director	School Administrator	Marketing/business teachers
Dentists	Teachers	Freelance writers, photographers, graphic designers
Physicians	Student Representatives	
Clinic Educators	School Counselors	
Child Care Providers	Parent-Teacher Association Representatives	
Faith Community	Universities and Colleges	Others
Church Leaders	Students	

Media Resources



The media can play several different resource roles:



♥ Provide information related to the initiative's mission

- The media is an excellent resource to provide the public with accurate information about the issues surrounding changes that your coalition is working to create
- Educational information on subjects such as healthy eating and physical activity are examples of topics that the media can focus on to create interest and awareness in the progress of the initiative.

♥ Promote the coalition

The media can help create an interest in the coalition and in the initiative with human-interest stories.

♥ Communicate coalition actions

You'll want to keep the community involved every step of the way. Media is the most effective way to reach the largest number of people and accurately communicate the actions of the coalition.

Media resources include: newspapers, radio, television, local magazines, newsletters, public bulletin boards, billboards, surveys, flyers, brochures, and direct mail. These will be discussed in greater detail in **Chapter 3 Marketing**.

Existing Programs and Services



Identifying existing programs, agencies, or facilities that fit with your vision and mission provides a good starting point to begin looking for actions the coalition can take to create change in the most feasible, cost effective manner. The types of resources you pursue will vary with what you want to achieve.

Examples:



Example 1: The local health department, physician offices, and hospital outpatient clinics can be excellent resources when there is a desire to distribute information in a manner other than through the media.

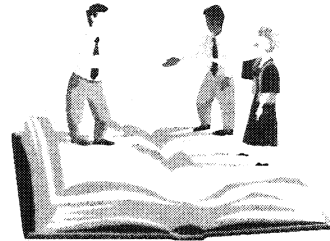
Examples continued:



Example 2: The community walking track was identified as a wonderful resource in one community, but not many people were using it. After talking with people, the coalition discovered that many of them preferred to walk in the evening because of schedules and weather temperature, but didn't because the track wasn't lighted. Adding lights made a good resource even better!

Example 3: An existing senior citizen's center art program is made even more popular by incorporating physical activity and nutrition into their art classes. The participants look forward to 5-minute gentle stretches throughout the class period, and enjoy healthy snack breaks with fresh fruits and low-fat muffins!

Different types of existing programs and services you will want to make a note of in your community:



1. Business

- ☺ Work-Site Health Programs
- ☺ Restaurants
- ☺ Recreation/Fitness Facilities

- ☺ Vending Machines
- ☺ Supermarkets

2. Health Care

- ☺ Adult Care Facilities
- ☺ Physician's Groups
- ☺ Mental Health Providers
- ☺ Home Health Agencies
- ☺ Nutrition Counseling Services
- ☺ County Health Screening Programs

- ☺ Community Hospitals
- ☺ Dental Care Providers
- ☺ Child Care Providers
- ☺ Food Assistance Programs
- ☺ Health Education Programs

3. Schools

- ☺ Parent Teacher Associations
- ☺ School Board
- ☺ Student Groups
- ☺ After School Programs

- ☺ Teacher Groups
- ☺ Booster Clubs
- ☺ School Events

4. Faith Community

- ☺ After school programs

- ☺ Social get-togethers

Existing Equipment/Facilities

Schools or business may have equipment or facilities they are willing to share. Identifying opportunities for sharing is definitely making the best of your resources! The types of resources you pursue also vary with what you want to accomplish.

Examples of equipment resources:



Example 1: A school may be willing to open the Family and Consumer Sciences classroom to offer such opportunities as cooking basics for families on the go, or Kid's Kitchen, a class for teaching the preparation of healthy snacks to elementary age children.

Example 2: Individuals or businesses may have equipment "or props" such as menu boards, food models, or fun, table place settings that can be used at health fairs to encourage healthy eating. Ideas include a healthy artery display from a hospital teaching program, healthy tooth display from a dentist, or a display of fat in various foods in fat tubes from the county extension office.

Example 3: If your community is large enough for a tennis racquet club, members might be willing to collect used racquets that could then be donated to the city recreation department for use in teaching underprivileged children.

Examples of facility resources:



Example 1: Schools may be willing to share swimming pool facilities with the community-at-large.

Example 2: Motels in the community may also be willing to make their pool available for senior citizen exercises during the "off" times.

Funds



Funds should not be key to the existence of your coalition. Funds come and go, but many ideas presented here do not require money. Partners may be willing to pool resources, eliminating the need for funds. Or there may be community grants that can assist the coalition with its efforts. In time and with a watchful eye, coalition members will discover there are many different avenues for funding sources. Start your search by seeking those people in your school district and others who regularly make grant applications. Once you start the process, information "snowballs!"

Examples:



Example 1: USDA has made “mini” grants available for nutrition education/school meal activities.

Example 2: State Boards of Education frequently make grants available for learning activities.

Example 3: Health organizations frequently make grants available to reduce health risks. The 5 A Day Program is an example.

Example 4: Large companies may make donations for community service projects. A bank in one community donated playground equipment to the school that had the greatest number of students participating in a fun walk/run.

Time

Time rather than money, may be a resource that businesses are willing to provide. Granting time for employees to participate in coalition activities can pay off in increased job satisfaction and morale for employees. In addition, by providing time, the business is recognized for community service in the same way as they would for contributing funds. The benefit to the coalition is obvious—it is another win/win situation for all involved!



Examples:



Example 1: Businesses may be willing to give their employees time for coalition activities such as setting up a station for a health fair.

Example 2: Businesses may allow employees to volunteer in the classroom to assist with hands on learning activities teaching healthy eating and physical activity concepts to the students.

Community Events

Annual community events such as walks, runs, or fairs provide great resources for modeling healthy changes.



Examples:



Example 1: One community used their community's tailgate parties before athletic events to model healthy eating and activity.

Example 2: Another community sponsored a healthy recipe and cooking contest at their annual fall festival.

Example 3: A fun walk/run that was previously promoted just for adults was also opened to children. All the children won an “award” for participation!

Example 4: Healthy eating and activities messages were presented in skits during sports half-time activities at one enterprising school.

Example 5: Rather than a “cake walk” one school sponsored a “fruit walk.” Not only did the winners get a bag of fruit, but recipes with different ideas about how to eat them!

Example 6: A concession stand at an annual Country Music Festival added bottled water, fruit juice, and fresh fruit to their menu of funnel cakes, hot dogs, and bottled soft drinks.

Other Resources



Other resources include pamphlets or information sheets that are made available for coalition members to use in coalition building or to build personal skills for modeling healthy eating and activity.

Examples:



Example 1: Copies of the recruitment pages from this manual for every person in the coalition who is recruiting.

Example 2: 5 A Day pamphlets on ideas to increase fruit and vegetable intake.

Example 3: A copy of community events from the Chamber of Commerce to use in planning.

Example 4: Motivational articles for coalition leaders/cheerleaders.



Organizing Resources

Depending on the size of your community, you may find it helpful to begin a resource committee as a part of your coalition. Whether it is a committee, or individuals, the job would involve:

- ♥ Compiling a file of resources that were identified during the listening sessions and the community review.
- ♥ Making contacts to identify new resources.
- ♥ Updating and maintaining the file in a way most useful to the coalition for planning actions.

Resource File Card Systems

The file can be as simple or elaborate as time, money and equipment allow. Options include a “card system” such as that described below, or an organized “list.”

The card system allows more room for notes, however the list system may be easier for you to track. Regardless of format, it should always contain the following information:

♥ Resource identification

Resources can be identified in a number of different ways.

They can be categorized by

- Name
- Resource
- **Step Up and Step Out** component (Community, Nutrition Education, Physical Activity, School Meals)

These categories could also be subdivided if you wish (see examples following).

♥ Contact name, home and work address, phone number, fax number, and e-mail address

♥ A brief description or notes about the resource

When it comes to people, you may want to make notes about their level of interest for participation. Potential problems might also be noted like the high school principal, who could be an excellent role model, but because he lacks knowledge of healthy eating messages he is apprehensive about upsetting certain food producers and so avoids participation.



Examples of a card file:



You may want to file a tennis program or the recreation department under “Physical Activity” and then subdivide the file by specifying the target audience.

Physical Activity –School

Tennis Bahl

2 Love

Courtside, USA

Phone: 222-4444

E-mail: tbahl@email.com

Note: Ms Bahl has volunteered to have tennis students demonstrate tennis skills to elementary school children.

Physical Activity – Community Al Sport Anytown Rec Department 3 Main Street Anytown, USA		Phone: 212-2332 E-mail: asport@email.com
Note: Al would like to work on an open swim program.		

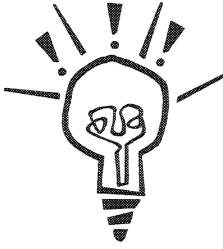
Examples of a “list” file:



A simple sheet of paper will also work. You can use one page for each category you identify.

Physical Activity—School			
Name	Address	Phone/E-mail	Comments
Tennis Bahl	2 Love Courtside, USA	222-4444 tbahl@email.com	Volunteered to have tennis student demonstrate tennis skills to elementary children
Coach Winner	Champion School 111 S. School Champion, USA	111-1111	Is concerned an emphasis on noncompetitive physical activity will hurt school team spirit

Physical Activity—Community			
Name	Address	Phone/E-mail	Comments
Al Sport	Recreation Department 3 Main Street Anytown, USA	333-1234 asport@email.com	Al would like to work on starting an open swim program
Mary Column	Anytown News 4 Main Street Anytown, USA	333-2341	Mary is the contact for submitting information about community events



Module Tip:

Individuals who model healthy lifestyle practices are valuable assets. In one school district a superintendent's practice of daily walking combined with his position of influence and decision making power were key in setting an example for the students and the community at large. His position made it possible to successfully develop and implement walking programs throughout the school district at the elementary level.

FAQs:

- **Question:** How can we make sure that people will want to share their resources?
Answer: Chapter 1. *Coalition Building* Module 3: Recruiting Partners discusses creating win/win situations that will help to provide benefits for all.
- **Question:** How detailed should we make the resource file?
Answer: The more detail you have, the more time you may save later. You will, however, need to weigh the time you have available now to make the determination.

Module Glossary:

Resource: Existing programs, services, facilities, equipment, time, people, or communication tools that can be used to create opportunities for healthy eating and activity choices.

Resource file: A card or "list" file system to organize resources.



Resource Worksheet

Kickoff your resource files by beginning a list of all the community resources that can help you promote your initiative. You will use this resource information when you develop a marketing plan in Chapter 3. *Marketing* Module 2: The Marketing Plan.

Type of Resource:			
Name	Address	Phone	Comments